

Marketing for Non-Marketers

### OVERVIEW

Course duration: 2 days.

This course is designed to help you understand the marketing processes and philosophy in order to work more effectively with your external or internal marketing departments.

By gaining a full understanding of the marketing approach, you will be enabled to identify and evaluate the impact of marketing activities on your business success.

### IS IT RIGHT FOR ME?

Suitable for anyone who has regular dealings with the marketing function and needs to understand the role that the marketing function has, and how this role interacts with your job function. This course will provide you with the insight needed to get the most out of the two departments.

### WHAT WILL I LEARN?

By the end of this course you will be able to:-

- Understand the philosophy of marketing
- Define a customer led vs a product led company
- Relate to the impact of marketing activity on your department/function
- Use the marketing tools of analysis
- Evaluate the impact of marketing strategies
- Understand the marketing process and its contribution to business effectiveness

### WHAT WILL IT COVER?

The Marketing Process and Philosophy

- Marketing definition
- Customer led vs product led
- Whose job is marketing?

The Marketing Mix

- The 7P's of marketing
- The interaction of the marketing mix with other departments

Marketing Planning

- Marketing plan structure
- Developing marketing objectives
- Integrating marketing plans with business plans

Market Analysis

- Using the tools of analysis
- Interpreting the data
- Building a marketing information system

Segmentation, Targeting and Positioning

- The key criteria for segmenting markets

- Targeting the most appropriate markets
- Understanding the prime role of product positioning

#### Pricing Strategy

- Setting the price and determining profit
- Some approaches to pricing strategy
- Understanding the issues of price and cost

#### Distribution

- Determining the most appropriate distribution strategy
- Reading the distribution statistics
- Using e-commerce to meet customers' needs

#### Marketing Communications

- Getting the message across to prospects and customers
- Choosing the right media online and offline
- Developing a brand image

#### Marketing Metrics

- Measuring the marketing outcomes
- Setting up the means of measurement
- Feeding the results into future actions

#### Marketing Audit

- Undertaking a marketing audit
- Acting on the audit results
- Using the audit across the business

## **FURTHER COURSES TO CONSIDER**

#### Strategic Marketing Planning

#### An Overview of Digital Marketing